



FOR IMMEDIATE RELEASE

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**SMILES FOR MILES: FIRST 5 CALIFORNIA MOBILE TOUR
PARTNERS WITH DR. FRESH**

***Hands-on Health Mobile Campaign Offers Free Dental Care Tips and
Giveaways for Families Across California***

Sacramento – First 5 California today announced the launch of its partnership with California-based dental product manufacturer Dr. Fresh to promote healthy dental care among California's youngest children. Through the partnership, Dr. Fresh will provide a free FireFly toothbrush to each family visiting First 5 California's Hands-on Health mobile outreach exhibit – California's only traveling health exhibit for children ages 5 and under.

During its nearly eight-week tour, the Hands-on Health van will focus on educating families about the importance of oral hygiene and reducing dental decay – the most prevalent chronic disease of early childhood. While at the van, children will play educational games and parents will take home tips on caring for their children's teeth.

"By third grade, almost two-thirds of California children have dental decay," said Kris Perry, executive director of First 5 California. "By partnering with Dr. Fresh, First 5 California hopes to equip families with both the tools and information needed to teach healthy dental habits, greatly reducing children's chance of dental disease."

Launched in June 2006, the Hands-on Health mobile outreach campaign is a groundbreaking, grassroots effort aimed at addressing key health issues facing children ages 5 and under and their families. The exhibit travels across the state, reaching families at venues such as fairs, parades and expos to encourage healthy living.

The Hands-on Health spring tour kicks-off Saturday, April 5 with a stop in Sonoma County. Between April and May, the van will visit more than 25 different cities and reach an estimated 20,000 people with its health messages.

"Dr. Fresh is honored to be part of such an important and groundbreaking effort to stem the rising tide of dental disease in our children," said Dr. Fresh, president of the company. "In First 5, we have found a partner who shares our belief that oral care must be easily accessible to families and fun for kids."

Since its start, the Hands-on Health van has traveled to more than 70 different cities across California, reaching nearly 177,000 Californians with health messages. At the completion of the spring tour, the van will have visited all of California's 58 counties during its five tours.

For more information on First 5 California or its Hands-on Health van, please visit www.first5california.com or call 1-800-KIDS-025 (English) or 1-800-50-NIÑOS (Spanish). For more information on Dr. Fresh, please visit www.drfresh.com.

ABOUT FIRST 5 CALIFORNIA

Research shows that a child's brain develops most dramatically in the first five years and what parents and caregivers do during these years to support their child's growth will have a meaningful impact throughout life. Based on this research, First 5 California, also known as the California Children and Families Commission, was established after voters passed Proposition 10 in November 1998, adding a 50 cents-per-pack tax on cigarettes to fund education, health, child care and other programs for expectant parents and children ages 0 to 5.

ABOUT DR. FRESH

DR. FRESH® is one of the fastest growing oral care companies in the United States. It's an international brand with U.S. headquarters in Buena Park, CA. Established in 1998, Dr. Fresh offers more than 250 different quality and cost-effective personal care products including its top-selling FireFly® flashing toothbrush for kids. Dr. Fresh products can be found in major stores including Target, Wal-Mart, Rite Aid, Walgreens, Big Lots, Family Dollar and Dollar General. For more information, visit Dr. Fresh's Web site: www.drfresh.com.

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First 5 California Hands-on Health Mobile Van Schedule – Phase 5

| Date | County | City | Event |
|----------------|---------------|--------------|--|
| April 5, 2008 | Sonoma | Santa Rosa | César Chávez Health Fair |
| April 6, 2008 | San Joaquin | Stockton | Stockton Ports Baseball Game |
| April 7, 2008 | Marin | San Geronimo | San Geronimo Community Center Visit |
| April 8, 2008 | Stanislaus | Modesto | Modesto Nuts Baseball Game |
| April 11, 2008 | Alameda | Oakland | Eastmont Mall and Head Start Visit |
| April 12, 2008 | El Dorado | El Dorado | Kids EXPO |
| April 13, 2008 | Contra Costa | Walnut Creek | Walnut Creek Farmers Market |
| April 14, 2008 | Fresno | Fresno | Fresno City College Child Development Center Visit |
| April 15, 2008 | Monterey | Salinas | César Chávez Public Library Visit |

First 5 California Hands-on Health Mobile Van Schedule – Phase 5, continued

| Date | County | City | Event |
|-----------------|-------------|---------------------|--|
| April 19, 2008 | Yuba | Yuba City | Hawk Flight Earth Day Festival |
| April 20, 2008 | TBD | | |
| April 21, 2008 | San Mateo | South San Francisco | Elementary School and Child Development Center Visit |
| April 24, 2008 | Santa Clara | Palo Alto | Hobee's Restaurant Visit |
| April 25, 2008 | Mariposa | Greeley Hill | Elementary School and Health Clinic Visit* |
| April 26, 2008 | Tuolumne | Sonora | Children's Fair |
| April 27, 2008 | Sacramento | Sacramento | Festival de la Familia |
| April 28, 2008 | Alpine | Markleeville | Children's Celebration at Early Learning Center |
| May 1, 2008 | Merced | Los Banos | Merced County Spring Fair |
| May 3, 2008 | Lassen | Susanville | Children's Fair |
| May 7, 2008 | Santa Clara | San Jose | San Jose Giants Baseball Game |
| May 9, 2008 | Humboldt | Garberville | Family Resource Center and School Visit |
| May 10, 2008 | Trinity | Weaverville | Children's Festival |
| May 11, 2008 | Solano | Dixon | Dixon May Fair* |
| May 14-15, 2008 | Calaveras | Angels Camp | Calaveras County Fair and Jumping Frog Jubilee |
| May 17, 2008 | Lake | Clear Lake | Konocti Kids' Day |
| May 18, 2008 | Sacramento | Sacramento | Pacific Rim Street Fest |
| May 21, 2008 | Yolo | Davis | Davis Farmers Market - Picnic in the Park |
| May 22, 2008 | Sacramento | Sacramento | Sacramento County Fair |
| May 23, 2008 | Napa | Napa | Picnic Day for Community Resources for Children |
| May 24-25, 2008 | Santa Cruz | Watsonville | Watsonville Fly-In and Air Show* |

*Please note that certain venues are in the process of confirming the van's participation. Please contact Lindsay McIntyre at (310) 913-3352 or lmcintyre@rogerspr.com to determine the status of these events.